



FOR IMMEDIATE RELEASE

Anuvia Plant Nutrients and Audubon International Team Up For Multi-Year Study of Sustainable Practices for Golf

ZELLWOOD, Fla. -- September 12, 2019-- Anuvia Plant Nutrients and Audubon International announce a partnership that will include a multi-year study to evaluate the environmental, sustainability and performance benefits of Anuvia's bio-based GreenTRX™ fertilizer for golf courses that are involved in the Audubon's Cooperative Sanctuary Program (ACSP). In addition, through the partnership, they will mutually promote environmentally sustainable property management practices for businesses and communities.

The ACSP is an award-winning educational and certification program that helps golf courses protect the environment and preserve the natural heritage of the game of golf. Through partnerships with communities and businesses, Audubon International provides assistance helping to ensure healthy environments, quality of life for people and economic vitality.

"This represents a great beginning to a long-term relationship," says Hugh MacGillivray, Anuvia Chief Commercial Officer. "The joint research will allow us to scientifically document and practically demonstrate the positive environmental impact of using our product. GreenTRX already is an important component in many golf course management programs that enhance land, water, wildlife and other natural resources that make golf courses a valuable asset to communities. This partnership will also support environmental initiatives in communities and municipalities."

Audubon International ACSP was created as concerted effort to enhance the valuable natural areas and wildlife habitats that golf courses provide, improve efficiency, and minimize potentially harmful impacts of golf course operations. The program serves an important environmental role worldwide. Audubon International has developed [Standard Environmental Management Practices](#) that are generally applicable to all golf courses. These standards form the basis for ACSP for Golf certification guidelines.

"We welcome the opportunity to work with Anuvia on this initiative to further our efforts to add value to ACSP certified partner golf businesses and communities," says Christine Kane, Audubon International CEO. "Our common goals with this partnership will help both Anuvia and Audubon International lead in and promote conservation, education and stewardship of our environment."

Additional goals for the Anuvia-Audubon partnership include:

- Provide tools to implement and promote sustainable practices within local communities and within the golf course industry.
- Protect and enhance land, water, wildlife and other natural resources by engaging in efforts that align with the three E's of sustainability: economy, environment and social equity.
- Use scientific information to guide the development and implementation of programs and products.

The two organizations will recruit a panel of science advisors to advise on the study's design, research techniques and goals. Following the input of the scientific panel, the 3-year study will examine Anuvia's GreenTRX bio-based fertilizer and its applications to green spaces in association with Audubon's business partners.

For more information, visit <https://www.anuviaplantnutrients.com/product/professional-turf/> and <https://auduboninternational.org/acsp-for-golf/>.

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About Anuvia Plant Nutrients

Anuvia Plant Nutrients manufactures high-efficiency, sustainable bio-based fertilizers for the agriculture, turf and lawncare industries. Located in Zellwood, Fla., the company developed and uses a unique technology that not only optimizes nutrient availability and efficiency for plants, but also improves soil health, preserves natural resources and reduces greenhouse gas emissions. Anuvia is committed to offering easily adoptable, profitable and sustainable solutions to customers, their communities and global agriculture. This commitment recently earned Anuvia an honorable mention in the food category of *Fast Company's* 2019 World Changing Ideas Award. Learn More about Anuvia Plant Nutrients – GreenTRX for Turf and Lawn, SymTRX for Agriculture, visit www.anuviaplantnutrients.com.

About Audubon International

Audubon International is a not-for-profit 501(c)(3) environmental organization dedicated to providing people with the education and assistance they need to practice responsible management of land, water, wildlife, and other natural resources. To meet this mission, the organization provides training, services, and a set of award-winning environmental education and certification programs for individuals, organizations, properties, new developments, and entire communities. To learn more about Audubon International and its programs, visit www.auduboninternational.org.

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